



June 25th, 2018

TO: Maintenance Services Firms

FROM: Kerry Morrison
Executive Director, Hollywood Property Owners Alliance

Rich Sarian
Director of Operations, Hollywood Property Owners Alliance

SUBJECT: Request for Proposals

You are invited to submit a proposal in response to the attached RFP. Working collaboratively, the Hollywood Entertainment District is seeking to contract with one or more vendors to provide maintenance services in the public area within the BID. The current contract with the existing vendor will expire at the end of this year, and the board of directors has directed an ad-hoc Vendor Selection Committee to recommend a candidate(s) for this contract.

You will note from the RFP that we are inviting responses from companies interested in providing for either the full array of services, or just one or two of the service needs.

Companies interested in submitting proposals for consideration must attend a pre-bid meeting. This meeting will help you understand the scope and nature of the Districts' maintenance needs, and to clarify, if necessary, the specifications of the RFP process. Proposals received from companies who do not attend the pre-bid conference will not be considered. If you would like a digital copy of Appendix C – Cost of Services, please request via email: April@HollywoodBID.org. This way you can fill out the form on your computer and easily send back.

Please note the following:

Pre-bid conference: **Monday, July 9th 2018 at 10.30 am**

Location: Hollywood Property Owners Alliance Offices, 6562 Hollywood Blvd. Hollywood, CA 90028

Deadline for submission of proposal (10 copies): **Monday, July 30th 2018 by 5 p.m.** No exceptions.
Faxed or emailed proposals are not acceptable. Proposals should be submitted to:

Hollywood Property Owners Alliance
attn: Rich Sarian
6562 Hollywood Blvd.
Hollywood, CA 90028

Please RSVP for the pre-bid meeting to April Clemmer at April@HollywoodBID.org or 323.463.6767.

Request for Proposal

June 25th, 2018

Section I: Summary

The Hollywood Property Owners Alliance (HPOA) is seeking a contract with a(n) experienced services vendor(s) to provide maintenance and beautification services within the common/public areas of the Hollywood Entertainment District BID. The current maintenance vendor, Streetplus, has provided services under contract to the HPOA since 2016, after one competitive bidding process. The current contract with Streetplus will expire on December 31, 2018.

There are three options to bid on this RFP in regards to the scope of services (Section VI):

Option One:

- A vendor may bid on this RFP and the scope of services (Section VI) in its entirety.

Option Two:

- A vendor may bid on more than one (1), but not the entirety, of services listed in the scope of services (Section VI). i.e. Street sweeping and power washing; landscaping, weed, and graffiti abatement;

Option Three:

- A vendor may bid on a singular service listed in the scope of services (Section VI)

Section II: Pre-Bid Meeting and Deadline for Proposals

Please submit ten (10) copies of your proposal by **5 p.m. Monday, July 30th, 2018** to:

Hollywood Property Owners Alliance

Attn: Rich Sarian, Director of Operations

6562 Hollywood Blvd.

Los Angeles, CA 90028

Faxed or emailed proposals are not acceptable. Any proposals submitted after the deadline will not be considered. Note: if you bind your proposals, please provide at least one camera-ready, unbound version in case the HPOA office needs to make additional copies.

A mandatory pre-bid meeting has been scheduled for Monday, July 9th, 2018 at 10 a.m. at the HPOA office. It is **emphasized** that attending this meeting is mandatory in order to participate in the RFP process. Contractors are to contact **April Clemmer at 323.463.6767 or April@HollywoodBID.org** to confirm attendance and provide names of the attendees.

Please note: If you are selected as a finalist, the committee will conduct **interviews on Wednesday, August 8th and Thursday, August 9th, 2018.**

Any questions regarding this RFP should be emailed to Rich Sarian at Rich@HollywoodBID.org. Answers will be forwarded to all Contractors that receive this RFP. **Under no circumstance shall any contractor consult, question, or harass any of the current employees working for the BID, including the HPOA or Streetplus.** Any potential vendor that engages in the aforementioned activities will be disqualified from the selection process.

Section III: Description

The Hollywood Property Owners Alliance (HPOA), in anticipation of the renewal of the Hollywood Entertainment District (HED), is preparing for the launch of a new service array into expanded boundaries for January, 2019. Heretofore, the HPOA has managed two BID districts; the HED (2009 – 2018) and the Sunset & Vine (2011 – 2018). The management of the Sunset & Vine BID (SVBID) was by way of a management contract between the HPOA and the Central Hollywood Coalition (CHC) which held the city contract for SVBID.

By way of background the HED was originally formed in late 1996, and, until this most recent renewal/expansion, it encompassed 20 linear blocks along historic Hollywood Boulevard (from La Brea to the 101 Freeway). The SVBID was originally formed in 2006, and extended 15 blocks along Sunset Blvd from Cassil Street on the West to the 101 Freeway. Additionally, it picked up Vine Street south to Santa Monica Blvd. As both BIDS headed toward expiration (12/31/18) a joint ad-hoc committee consisting of leaders from both BIDs ultimately opted to recommend a merger of the two BIDs for the next 10 years. The map of the new boundaries, for the expanded Hollywood Entertainment District, is included as Attachment XX.

The new, expanded BID will consist of >600 property owners and will have a budget of \$7,425,656. Of this, a category dedicated to “Clean, Safe, Beautification” will comprise 74 percent of the total budget, a portion of which will be dedicated to the services described in this RFP.

Section IV: Current Situation

The Hollywood Property Owners Alliance, the organization responsible for the administration of the Hollywood Entertainment District and Sunset and Vine BID, seeks proposals from qualified vendors to provide an array of maintenance services to enhance the cleanliness, attractiveness and aesthetic character of both districts. To that end, the HPOA is issuing this Request for Proposal with the intent that upon review of all submissions, a Contractor will be selected to enter into negotiations, resulting in one five-year contract(s) with the HPOA (for the HED) for the provision of services through December, 2023.

Section V: Objectives of the Maintenance Program

Through the retention of a cleaning service, the HPOA seeks to accomplish the following:

1. Visible Distinction

To provide a heightened level of cleanliness with the BID, that is visually distinguishable from areas outside the district.

2. Visible Program

To provide visible evidence that the BID-funded maintenance program is working on a daily basis by making personnel visible and utilizing BID logos on equipment (where appropriate), uniforms, and machinery.

Section VI: Boundaries and Zones

The Hollywood Entertainment District BID has been divided into various zones, which correlate with differential assessment rates. Service levels will therefore vary in accordance with the assessment levied on the property owners. Based upon the results of this RFP process, the District reserves the right to adjust these service levels to fit within its budget.

The map of these zones is **Appendix A** and includes the service zones within the BID.

The map of the Alley Zone is **Appendix B**.

The zones for the BID are identified as follows:

Zone	Streets
1	Hollywood Boulevard from La Brea to Gower Street Sunset Boulevard from Cahuenga Boulevard to Gower Street Highland Avenue from Selma Avenue to Franklin Place Cahuenga Boulevard from Sunset Boulevard to Yucca Street Vine Street from De Longpre Avenue to Yucca Street Argyle Avenue from Sunset Boulevard to Yucca Street

2	<p>Yucca Street from West of Wilcox Avenue to Argyle Avenue Hollywood Boulevard from Gower Street to 101 Freeway Selma Avenue from Highland Avenue to Gower Street Sunset Boulevard from Cassil Place to Cahuenga Boulevard Sunset Boulevard from Gower Street to 101 Freeway Vine Street from De Longpre Avenue to Santa Monica Boulevard Wilcox Avenue from De Longpre Avenue to Yucca Street Cahuenga Avenue from Homewood Avenue to Sunset Boulevard</p>
3	<p>Fountain Avenue from Ivar Avenue to Vine Street Homewood Avenue from Ivar Avenue to Vine Street De Longpre Avenue from Hudson Avenue to east of Vine Street De Longpre Avenue from El Centro Avenue to Gower Street Leland Way from Vine Street to El Centro Avenue Hawthorn Avenue from West of Orange Drive to McCadden Place Gower Street from Fountain Avenue to Hollywood Boulevard El Centro Avenue from De Longpre Avenue to Hollywood Boulevard Bronson Avenue north and south of Hollywood Boulevard Ivar Avenue from Fountain Avenue to Yucca Street Morningside Court from Sunset Boulevard to Selma Avenue Cole Avenue from De Longpre Avenue to Sunset Boulevard Schrader Boulevard from Sunset Boulevard to Hollywood Boulevard Hudson Avenue from Hollywood Boulevard to Yucca Street Whitley Avenue from Hollywood Boulevard to Yucca Street Cherokee Avenue from Selma Avenue to Yucca Street Las Palmas Avenue from Selma Avenue to Yucca Street McCadden Place from Selma Avenue to Yucca Street Orange Drive from Hawthorn Avenue to North of Hollywood Boulevard Sycamore Avenue north and south of Hollywood Boulevard El Cerrito Place north of Hollywood Boulevard La Brea Avenue north and south of Hollywood Boulevard Seward Street south of Sunset Boulevard Cassil Place north of Sunset Boulevard</p>
4	<p>Yucca Street from Highland Avenue to Hudson Avenue Vista Del Mar Avenue from Selma Avenue to El Centro Avenue Harold Way from Gower Street to La Baig Avenue La Baig Avenue from Harold Way to Sunset Boulevard Gordon Street north and south of Sunset Boulevard Tamarind Street south of Sunset Boulevard Bronson Avenue north and south of Sunset Boulevard Van Ness Avenue from Fountain Avenue to 101 Freeway Wilton Place from Fountain Avenue to 101 Freeway</p>

	Alton Place east of Vine Street Fountain Avenue east of Vine Street La Mirada Avenue east and west of Vine Street Lexington Avenue east and west of Vine Street Banner Avenue east of Vine Street Santa Monica Boulevard east of Vine Street Hudson Avenue from De Longpre Avenue to Sunset Boulevard South side of Franklin Place from one parcel east and west of Highland Avenue
Alley	Parcels adjacent to the network of alleys within the district.

Section VII: Services to be Provided

The minimum services to be provided by the Contractor are described below and are divided into two categories – Core Services and Supplemental Services. Core Services will be conducted on a regular basis as indicated, whereas supplemental services will be purchased on an as-needed-basis, as additional funds become available to each district.

Core Services:

	Service	Description	Frequency
A.	Street and Gutter Sweeping	Utilizing vehicular state of the art street sweeping equipment to sweep streets BID. This service should be performed after the debris has been blown from the sidewalk into the street and preferably on residential streets after 7 a.m.	Minimum amount per zone - Zone 1: 10 times per month Zone 2: 5 Times per month Zone 3: 4 times per month Zone 4: 1 times per month
B.	Sidewalk Cleaning (pressure washing, steam cleaning, etc.)	Cleaning should be done primarily after midnight and before 7 a.m. (apart from residential streets). All debris on the sidewalk should be picked up prior to washing. Tree wells comprised of dirt, decomposed granite, or other material should NOT be pressure-washed and care should be taken by the operator not to erode those surfaces by either direct or indirect application of water under pressure or by way of drainage. Any dirt or DG that is misplaced, should there be erosion, shall be replaced by the contractor. This will also include the 11,358 linear feet of alleys in the HED.	Minimum amount per zone - Zone 1: 10 times per month Zone 2: 5 times per month Zone 3: 4 times per month Zone 4: 1 times per month Alley Zone: 3-4 times per month

C.	Trash Removal	<p>There are both wrought-iron and wire receptacles located throughout the district. Trash should be emptied according to intensity of use, which is generally reflected by the various zones. During the day, the crewmembers will collect/replace trash bags from receptacles, pick up loose cardboard and attend to other occasional requests. Crewmembers will maintain simple collection reports and issue “trash violation notices” to merchants using public receptacles for private trash.</p> <p>Note: The Contractor must assume the cost of trash bags.</p>	Approximately 402 trash receptacles are located throughout the BID. Emptying will vary based on intensity of use. At minimum 100 receptacles are emptied two times per day, 7 days per week.
D.	Waste Disposal/Dumpster	The HPOA will provide adequate space for dumpster storage, however the Contractor is responsible for entering into a contract with/or as a trash hauling service to pick up trash on a routine basis. Contractor will need to maintain adequate locked dumpsters to accommodate trash removed and keep the area surrounding the dumpsters clean and orderly.	Approximately 5 tons of trash a day to be hauled.
E.	Graffiti and weed abatement	Paint, clean with solution, sandblast or pressure wash graffiti and stickers from buildings, trees, poles, utility bases or other surfaces daily. Roll down doors and other heavy work is performed in the early mornings (e.g. 6 to 8 a.m.). The supervisor must have available a phone number for property owners to contact that is answered daily. Additionally, the immediate identification and removal of weeds and unruly plants on property lines as well as the median of properties in the district. This will also include the 11,358 linear feet of alleys in the HED.	“Zero tolerance” policy -- defined as ensuring that graffiti and weeds are removed within 24 hours from the time it is reported or noticed and removed.

F.	Day Porter Service	Using hand and power sweeping equipment, clean and remove all trash and debris from sidewalks, gutters, driveways, tree wells, and around trash receptacles. Perform duties in uniform along a specified route or “coverage area.” Personnel shall be courteous and helpful to neighborhood merchants, tourists and pedestrians. This will also include the 11,358 linear feet of alleys in the HED.	Staffing and routes will be based on zones in the district and attention needed of each.
G.	Star Polishing	Approximately 2,637 brass medallions are polished on all stars (in rotation) along the Walk of Fame.	Polish stars along Hollywood Blvd. and Vine St. one time per month.

*** The following services are supplemental and necessary, but not on a daily basis. These services will be negotiated with the contractor(s) above core price in the agreement.

Supplemental Services:

	Service	Description	Frequency
A.	Additional Sidewalk Cleaning	Provide cleaning services to supplement existing schedule. These services may be used to target bus stops, older sidewalks with gum stains, and heavily trafficked areas as well as the corner where the building meets the sidewalk.	As needed on an hourly basis.

B.	Storm Drain Cleaning	For environmental reasons, the HPOA may opt to periodically clear storm drains to remove debris, foliage, and other items that will end up in the Bay, utilizing a Vactor truck or similar equipment.	One time per year – most often the day following Halloween, (Nov. 1).
C.	Street sweeping after special events	Sweep streets after special events.	As needed on an hourly basis.
D.	Special Maintenance Projects	Services may include: repairs to La Brea irrigation system, repairs/replacement of locks on trash receptacles, loosening or removal of metal tree well grates, etc.	As needed on an hourly basis.
E.	Curb Painting	Paint red curbs and white passenger loading curbs.	As needed on an hourly basis.
F.	Annual detail of Walk of Fame	An annual deep clean or polish with gum scraping, star and brass polishing, sealant applicant etc. The Terrazzo needs an annual level of detail to keep it at the caliber it deserves.	Zone 1 – Annually – to be negotiated.
G.	Landscape/Gardening Services	Maintain trees and plants (e.g., replant smaller vegetation, when necessary, irrigate, prune, and apply fertilizer) in locations specified. Additionally, the replanting of foliage in planters throughout the district, along with upkeep of each.	Routine maintenance of: the La Brea gateway median; the triangular median at northwest corner of Highland and Franklin, as well as the various planters in the district
H.	Furniture washing	Pressure washing crew should wash bus benches, decorative street furniture and trash receptacles.	All zones, one time per week with special emphasis placed on keeping trash receptacles clean.
I.	Furniture and street utilities touch up painting	Touch up painting of trash cans, wrought-iron benches, fire hydrants, and light bases.	All zones, as needed.

Exclusions:

The following services are not provided by the property owners, but can be performed through separate service agreements between the Contractor and individual property owners.

- (1) Graffiti abatement that requires lease of equipment – e.g. hydraulic lift to access high buildings.
- (2) Graffiti removal within the interior of buildings, or the removal of glass etching on windows.
- (3) Application of graffiti protective film on windows and/or graffiti resistant coating on building walls.
- (4) Removal of trash that is dumped by individual businesses, except under special circumstances (e.g. nuisance abatement, or an absentee tenant).

Section VIII: Specifications for Proposal

Contractor shall submit ten (10) copies of their proposal in accordance with the following format and content requirements:

1. Introduction: An executive summary which describes the scope of work to be performed.
2. Schedule of costs: Please complete the worksheet labeled **Appendix C – Schedule of Costs** – in this RFP. The budget parameters are as follows:
 - Hollywood Entertainment District (HED) : \$1.65 - \$1.75 Million

Your worksheet and proposal should outline your recommendations on how to meet the aforementioned budget parameters and fulfill scope of work outlined in this RFP. By necessity, the budget for Core Services (identified in the Schedule of Costs Worksheet) must be less than the total budget to allow for the purchase of Supplemental Services.

In the second section of **Appendix C** – please include the hourly wage for each of the assigned positions you plan to fill to meet the provisions of this contract.

3. Staff structure, equipment and materials: The proposal shall describe the allocation of staff, service methods, and resources which will be utilized to complete each task in the scope. This section should include the following.
 - A. A complete list of all employee or independent contractor positions and a grand total of all employees that will be utilized to fulfill the scope of the two contracts for the Hollywood Entertainment District BID, including any overhead personnel for the District, e.g. supervisor, administrator, or dispatcher. Preferably, staff names and resumes of supervisors will be included.
 - B. A detailed list of all major equipment necessary to fulfill the scope of work outlined in Section VII, (e.g. trucks, sweepers, pressure washers, etc.) The Contractor is responsible for providing personnel with all necessary equipment to perform their functions. **Note:** If the HPOA is to provide an area(s) to store equipment and park vehicles, however the cost of equipment, any rentals or maintenance must be billed into the contract by the Contractor within the cost of their proposal.
4. Company Information: Please detail the following.
 - A. Company Background
 1. Name, address, phone, fax numbers, email and website.
 2. Describe your organization/company's history and philosophy.
 3. List of owners/principals (if private sector) or Board of Directors (if non-profit).

4. Please list any other names under which your company has operated, or been affiliated.

B. Ownership or non-profit structure

C. Management structure

1. Include resumes of key management personnel.
2. Specify the role and responsibilities of those individuals who will be directly managing this account. Indicate the amount of time that will be spent by company principal(s) in management and community/BID relations.

D. Prior experience

1. Describe experience your company or organization has had in providing maintenance in quasi-public locations – e.g. business improvement districts, government contracts.
 - a. Job locations
 - b. Contract amount and length of contract
 - c. Scope of work
 - d. References

5. Human Resources: All the following conditions must be met to execute a Contract with the HPOA.

- A. The contractor understands that the HPOA will have the right to request that any contractor's personnel receive remedial training and or/be removed from the BID upon request.
- B. All employees shall be U.S. citizens or be legal residents of the United States.

- C. All supervisors that have direct contact with the public and HPOA staff shall have good communication and public relations skills in order to effectively interact with tourists and visitors to Hollywood. Contractor will assure that area supervisors understand that public relations and public assistance is a primary part of their duties and are willing to distribute community information, provide directions, attend meetings, and assist the public and representatives of the business community as needed.
- D. Contractor's employees shall be paid, at minimum, a Living Wage, the minimum wage as defined by the city of Los Angeles. effective January 2014. (Note: LA City minimum wage as of July 2018 is \$13.25/hour.) The only exception to this condition is if the Contractor is a non-profit or work-force development organization that provides employees with job training and apprenticeship opportunities.
- E. Contractor shall identify, in writing, any paid vacation or sick leave benefits or policies and the allocation for eligible employees in accordance with LA City Laws governing such benefits
- F. Contractor shall assign one responsible management-level person to meet with HPOA executives on a regular basis; and who will be available at all times to address any and all maintenance-related issues.
- G. All shifts must be supervised by an individual who monitors street sweepers and trash collectors, makes client calls, makes route inspections, maintains graffiti logs, completes checkpoint reports, reports suspicious/nuisance activity. HPOA personnel should be able to access Contractor's personnel via cell phone, particularly for emergencies, 24 hours, 7 days per week.
- H. Contractor is responsible for all training required to ensure that employees clearly understand their duties and responsibilities. Such training shall include pre-assignment training; in-service training; and remedial training, as necessary. HPOA staff will provide training about the district and Hollywood landmarks and attractions.

6. Uniforms: The Contractor shall provide day personnel with uniforms. The uniform shall consist of:

- Polo shirt for daytime porters (with BID logo);
- Baseball caps or visors (with BID logo);
- Sweatshirts for cold weather (with BID logo);
- Rain ponchos;
- Backpacks for supplies;

Contractor's personnel must provide their own shoes. Uniforms shall be neat and presentable at all times, in general conformance with the colors of the BID logo (or neutral), and shall be replaced as they are worn out.

7. Insurance: The Contractor will be required to, at minimum, carry the following insurance from an A-rated company, admitted in California and acceptable to the board of directors for the HPOA. Further, the Contractor shall name the HPOA, its officers, directors, and employees as additional insured.

- A. Worker's Compensation: To the extent required by law, Statutory Workers' Compensation and Employers' Liability insurance with a limit of not less than One Million Dollars (\$1,000,000). Provider will cause its Workers' Compensation carrier to waive insurer's right of subrogation with respect to HPOA, its officers, directors, agents and employees.
- B. Commercial Liability: Contractor must carry Commercial Liability insurance written on an occurrence basis with a combined single limit for Bodily Injury, Personal Injury, and Property Damage of no less than One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) aggregate. The policy must be written on the CGO001 11/85 or newer occurrence form or broader, with no additional exclusions. The policy will include coverage for Blanket Contractual Liability, Personal Injury, and Broad Form Property Damage or its equivalent.
- C. Business Automobile Liability: Contractor must carry Business Automobile Liability Coverage for all owned, hired or non-owned vehicles utilized by Contractor with a combined single limit of not less than Two Million Dollars (\$2,000,000) for each occurrence for Bodily Injury and Property Damage.

D. Excess or Umbrella Liability Coverage: Contractor must carry Two Million Dollars (\$2,000,000), or higher, of excess or umbrella liability coverage over the general liability and business automobile liability coverage.

8. Other:

- A. The Contractor must be licensed to do business in the State of California.
- B. Based upon your knowledge of Hollywood, the BID areas, and the maintenance industry, do you have any innovative ideas on how we may improve our maintenance operations? Please describe ideas and alternatives you might want to bring to our attention, for our consideration either now, or at some point in the future.

Section IX: Evaluation Process

Each proposal shall be evaluated based upon all information gathered in Section Eight. The overall cost of providing services is just one of several elements in the evaluation process, i.e. cost will not be the sole factor used to evaluate proposals and select a contractor.

The Streetscape Committee, and ultimately the Board of Directors for the Hollywood Property Owners Alliance, will hire a contractor(s) who understand(s) the mission of the BID, and has designed a program(s) that addresses the unique characteristics and challenges associated with providing maintenance services in the public right-of-way.

A selection committee, comprised of representatives from the Hollywood Entertainment District, hereinafter referred to as the “ad-hoc selection committee,” which will be established to review and evaluate each proposal submitted in response to this Request for Proposal (RFP).

Each member of the ad-hoc committee will receive a copy of your proposal. The committee members will independently evaluate the proposals according to:

- Company experience and expertise in maintenance services, particularly in the public right-of-way;
- Quality and professionalism of staff and management personnel;
- Ability to be responsive to unique needs and issues of both BIDs and to provide support to District staff in reaching out to stakeholders and other members of the community;
- Conscientious approach to risk management through training, safety policies, competent management and supervision, and problem-solving;
- And, the price proposal.

By submitting its proposal, the Contractor acknowledges that the HPOA reserves the right to entertain all or a portion of what was presented in Contractor's proposal as part of the service array to be delivered to owners in the BID. The HPOA reserves the right to hire more than one contractor to provide the services outlined in this RFP. If a portion of Contractor's proposal is identified as appropriate for HPOA's needs, the Contractor will be afforded the opportunity to adjust their proposal to accommodate for loss of economies of scale or adjustments in overhead expenses. The timeframes for this process are as follows (but are subject to change):

Monday, June 25th – RFPs issued

Monday, July 9th – Mandatory pre-bidder conference, 10.30 am

Monday, July 30th – Proposals due to HPOA office; committee review

Monday, August 8th and 9th – Interviews with finalists (10 am – 2 pm)

Wednesday, August 15th – Recommendation to Streetscape and Planning Committee (special meeting)

Thursday, August 16th – Recommendation to Hollywood Property Owners Alliance Board

Thursday, September 20th – Approval of maintenance contract with new vendor

Tuesday, January 1st, 2019 – Services commence